



**FOR IMMEDIATE RELEASE**

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## **Bolton Valley to Host Run Strong VT 5K, A Disaster Relief Fundraiser to Benefit ReBuild Waterbury, on Sept. 1**

**BOLTON VALLEY, Vt. (Aug. 15, 2012)** – Bolton Valley trails will provide strong, solid footing for runners at this year's Run Strong VT 5K, a new trail race and disaster relief fundraiser to benefit ReBuild Waterbury, an organization working toward rebuilding Waterbury after the destruction from Tropical Storm Irene one year ago this month. Race cost is \$35 and 100 percent of the proceeds will benefit ReBuild Waterbury.

Ms. Vermont will kick off the race at 10 a.m. with the National Anthem at the Bolton Valley Sports Center (rain or shine). Runners will follow the Bolton Nordic trails, a scenic 5K trail run that proceeds primarily through wooded trails with moderate up and down grades. Trails will range from groomed to muddy and semi-rocky terrain. Bathrooms and showers are available at the start/finish.

Registration is limited to the first 300 registered. All runners preregistered before Aug. 15 will receive an event t-shirt and schwag bag with giveaways. Online registration closes Aug. 30. Race day registration will be open from 8-9 a.m. for any remaining spots. All registered participants will automatically be entered into a drawing to win a 2012-13 Bolton Valley season pass.

The overall winner (male and female) will receive awards. All top finishers will receive awards in each age category (Teen 13-18, Young Adult 19-35, Mid-Lifers 36-49, Seniors 50 and older). A raffle and the Awards Ceremony will take place immediately post race. In addition, prizes will be given away in various ways including silent auction and through a post-race raffle.

Prizes & silent auction items include: Bolton Valley: One, 2012-13 Adult All Access Season Pass. Two, 2012-13 lift tickets; The Reservoir: One \$70 gift certificate, Four- \$25 gift certificates and four tee shirts; Golden Eagle Resort: One, six month membership to Fitness & Spa (\$295 value); Green Mountain Inn: One, one night stay and breakfast for two (\$250 value); Stowe/Flake: One- one night stay with breakfast and a 50 min spa treatment (\$350 value), Two- 50 min. spa treatments and Dinner for two at Charlie B's Pub; Inn at Essex: One night stay (\$240 value); Hen of the Wood - \$50 Gift Certificate; Fleet Feet Sports gift certificate and race gear; Cider House: One \$30 Gift certificate; Guruka: Two cases of bars; Green Mountain Coffee: Six- 10oz bags of coffee; Lake Champlain Chocolates: One hot chocolate sampler;

Outdoor Research: Four tech shirts and one tech jacket; Cabot Cheese: Two \$25 Gift boxes; Darn Tough: One dozen socks; and Vermont Lake Monsters: Monster 4 Pack tickets and much, much more!

More details and online registration can be found at [www.boltonvalley.com/5K](http://www.boltonvalley.com/5K).

ReBuild Waterbury formed as a result of the devastating flooding from Tropical Storm Irene that occurred during the night and early morning of August 28-29, 2011. In the days after the storm, Waterbury Town and Village officials, together with hundreds of volunteers, worked tirelessly to respond to the immediate needs of the affected residents and business owners. As the emergency needs for safety, food, shelter, clothing and community infrastructure were addressed, it became apparent that a long-term recovery effort would be required to provide assistance, particularly to homeowners. Town and village officials met with Revitalizing Waterbury members to identify a structure that could be created as quickly as possible. From that outreach came ReBuild Waterbury, a long-term recovery project that functions under the auspices of Revitalizing Waterbury, an established 501(c)(3) non-profit organization. ReBuild Waterbury has its own Steering Committee separate from Revitalizing Waterbury's Board of Directors and comprised of individuals with ties to the greater Waterbury area.

Bolton Valley Resort is Vermont's most convenient and affordable big mountain skiing. Less than 10 minutes from I-89 and less than 30 minutes from Burlington, the family-friendly mountain offers skiers and riders of all abilities three mountain peaks with 70 trails and 6 lifts, plus 3 terrain parks including the Burton Progression Park. Bolton Valley is one of only two ski resorts in the U.S. to implement wind power as an energy source and is the recipient of the National Ski Areas Association's 2010 Silver Eagle Award for environmental initiatives. Approximately 100km of high elevation Nordic terrain, a complete Sports Center and Indoor Amusement Center and Vermont's only top-to-bottom night skiing and riding are just a few of the extras available to guests. All-inclusive, true ski-to-your-door lodging packages from \$79/person/night. For more information visit [www.boltonvalley.com](http://www.boltonvalley.com) or call 877-9BOLTON.

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